

MPI AZ 2018-19 CHAPTER BUSINESS PLAN



2018-19 ANNUAL BUSINESS PLAN

MPI Global Vision Statement:

To be the first choice for professional career development and a prominent voice for the global meeting and event community

MPI Global Mission Statement:

To provide MPI members, chapters and the global meeting and event community with innovative and relevant education, networking opportunities and business exchanges, and to act as a prominent voice for the promotion and growth of the industry

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Chapter Performance Standards:

Scores below are based on Sustaining Performance and should be considered minimum benchmarks.

Membership	Leadership	Admin & Financial	Communications	Educational Offering
Satisfaction: 8.00 – 8.50	Succession: Full Slate	Compliance: All Documents by June 15 th Annually	Community: Up-to-date Website, Social Media platforms and E-blasts	Maintain Minimum Satisfaction Score: 4.33
Retention: 70-75%	Volunteer Ratio: 20-25%	Governance: Bylaws & P&Ps Current	Brand Compliant – Across all platforms	Execute a minimum of 6 Educational Events
Net Member Growth Achieve: 0.51 – 3.99%	Global Trainings: Participation in Minimums (4 attendees CBS/New board members attend Board 101)	Net Profit: 1% or higher		
Non-Member Conversion Achieve: 2-10%		Reserves: 6 months operating expenses		

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1) Education

(Note: Education goals should be reflective of driving attendance, clock hours, meeting members content needs, etc. Not a list of chapter events, your metric content satisfaction goals)

Metric No.	Item	Description	Owner (Who is responsible?)	Committee or Position	Budget		Completion Date (No Later than)	Stage to Completion e.g., 10%, 25%, 50%, etc.
					Expense	Revenue		
1	Objective 1.1	Plan and execute one EduCon with an attendance of 120 people	Director, Special Educational Projects		\$20,290	\$26,155	9/1/18	0
1	Objective 1.2	Plan and execute two Business Owners Forum	Director, Special Educational Projects		0	0	6/30/19	0
1	Objective 1.3	Plan and execute one CMP University study group with an increase in attendance for a total of 10	Director, Special Educational Projects		\$500	\$1700	6/30/19	0
1	Objective 1.4	Maintain educational satisfaction score of 4.56	VP Education		\$0	\$0	6/30/19	0

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2) Finance

(Note: Finance goals should be reflective of profit, managing expenses, sponsorship needs, reserves, etc. Your metric goals are included below for you.)

Metric No.	Item	Description	Owner (Who is responsible?)	Committee or Position	Budget		Completion Date (No Later than)	Stage to Completion e.g., 10%, 25%, 50%, etc.
					Expense	Revenue		
2	Objective 2.1	Re-create Strategic Alliances Goals/ Investment Levels to reflect a fundraising – then raise a total of \$20,500	Director of Strategic Alliances				7/1/ or sooner 5/1/19	0
2	Objective 2.2	Raise \$5000 at the Golf Tournament	Dir. Special Events/Fundraising				10/15/18	0
2	Objective 2.3	Raise \$2300 at the Holiday Party	Dir. Special Events/Fundraising				12/30/18	0
2	Objective 2.4	Raise \$3800 at Spring Fundraiser	Dir. Special Events/Fundraising				4/30/19	0
2	Objective 2.5	Create a new mixer event to raise \$1950	Dir. Special Events/Fundraising				??	0

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3) Membership

(Note: membership goals should be reflective of growth, retention, conversion, engagement, satisfaction, etc. Your net member growth and conversion goals are included below for you.)

Metric No.	Item	Description	Owner (Who is responsible?)	Committee or Position	Budget		Completion Date (No Later than)	Stage to Completion e.g., 10%, 25%, 50%, etc.
					Expense	Revenue		
3	Objective 3.1	Member Retention: To maintain a rate of 76% or higher (currently 77.49%)	Director of Membership	Membership Recruitment / Retention	\$0	\$0	6/30/19	0
3	Objective 3.2	Member Satisfaction: To maintain a rate of 8.00 – 8.50 (currently 8.51 or higher)	Director of Membership	Membership Recruitment / Retention	\$0	\$0	6/30/19	0
3	Objective 3.3	Host a Premier Member Benefit program	Director of Membership	Membership Recruitment / Retention	\$400	\$0	2/1/19	0
3	Objective 3.4	Host three new member orientations	Director of Membership	Membership Recruitment / Retention	\$0	\$0	11/18 2/19	0
3	Objective 3.5	Host one new member Happy Hour program	Director of Membership	Membership Recruitment Committee	\$350	\$0	10/30/18	0
3	Objective 3.6	Review and Revamp Host & Hospitality/Ambassador Committee	Director of Membership	Membership Retention Committee			11/30/18	0
3	Objective 3.7	Review and Revamp Student/Young Professional Program	Director of Membership	Membership Recruitment Committee			11/30/18	0

Metrics: #1: Net Member Growth #2: Education Satisfaction #3: Member Satisfaction #4: Volunteer Engagement #5: Financial Management

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4) Communication

(Note: Marketing & Communication goals should be reflective of growth opportunities in marketing the chapter, reach of membership, development of new outreach initiatives, etc.)

Metric No.	Item	Description	Owner (Who is responsible?)	Committee or Position	Budget		Completion Date (No Later than)	Stage to Completion e.g., 10%, 25%, 50%, etc.
					Expense	Revenue		
4	Objective 4.1	Chapter needs assessment survey – create and distribute survey. Goal of >25% response rate	Director of Communications				1/31/19	0
4	Objective 4.2	Facilitate successful transition from current chapter website to global website platform	Chair, Website Director, Communications VP, Communications				6/30/19	0
4	Objective 4.3	Create a “Membership Benefit Spotlight” program schedule with a different featured benefit to be shared at each monthly meeting (these will line up with current chapter and/or global initiatives and be pulled from survey results)	VP Communications				6/30/19	0

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5) Leadership/Office of the President

(Note: Goals should be reflective of member engagement growth, satisfaction, training, processes. Volunteer metric engagement goal is included below for you)

Metric No.	Item	Description	Owner (Who is responsible?)	Committee or Position	Budget		Completion Date (No Later than)	Stage to Completion e.g., 10%, 25%, 50%, etc.
					Expense	Revenue		
3	Objective 5.1	Increase Member Satisfaction TBD (based on Global Results which have not been shared) exceeds goal based on the International Global survey	President				6/30/19	0
4	Objective 5.2	Maintain Volunteer Engagement of Minimum of 32%	President-Elect				6/30/19	0
4	Objective 5.3	Develop and conduct an MPI AZ Volunteer/Leadership training program to support the transition to a new year based on improving effective communications, chapter knowledge, leadership and best practices	President-Elect				8/31/18	0

